

**South Park Stakeholders Group – DISI Meeting  
Wednesday, March 9, 9:00 AM  
1100 S. Flower St. #3400, Los Angeles, CA 90015**

**Committee Members:** Terri Toennies, Robin Bieker, Paul Keller, Daniel Taban

**Staff/Contract:** Jessica Lall, Laura Hill, Priscilla Hsu

**Guests:** Jack Bennett, Steven Bledsoe, Peter Hicks, Terry Rubinroit, Lefty Tsironis, Jenny Martinez, Jose Soto, Thaoly Roberts

***TOTAL Guests: 8***

<b>Item</b>	<b>Discussion</b>
Call to Order – Welcome & Introductions	Called to order by Terri Toennies at 9:01 AM
<b>No Action Taken</b>	
Public Comment/ Introductions	N/A
<b>N/A</b>	
Discussion: Final Calendar Redesign Review	In our last meeting we went through mockups of our new calendar – our new calendar officially launched yesterday.
<b>No Action Taken</b>	<p>New features: colors, ability to categorize, new searchability function, cleaner, more inviting, happy hour organized, on the backend we are able to edit the order of the events each day</p> <p>Diran, our programmer, is still working on programming through the site. Window is probably a week and a half which means we have just a small window to propose any suggested changes. Please review the site and give us any feedback.</p> <p>Much more opportunity to stay and play.</p> <p><b>Terri Toennies:</b> How much time do you all spend updating the site?</p>

**Laura Hill:** We fortunately have fabulous interns but it's anywhere from 3-5 hours a week.

**Jessica Lall:** This is a good point. The bulk of our events comes from AEG and LA LIVE and we can get an RSS feed directly to our site but each time it changes we have to recalibrate and that's \$1800. We could use suggestions from anyone who has the experience with other calendars.

**Terri Toennies:** As the district grows, it seems like that will become someone's full-time job.

**Laura Hill:** We have a process to make it manageable, but it is a very time-consuming process.

**Paul Keller:** When would you all consider reviewing the operating budget to do this?

**Jessica Lall:** We could easily afford to do it once, but we have no indication of how often they modify the feed, which makes it difficult to say what the long term investment would be.

**Steven Bledsoe:** If you separate the calendar as a standalone to a portal, other people can help take control of the site.

**Jessica Lall:** I don't think we're there yet but I appreciate the sentiment. That may remain on our long-term forecast.

**Laura Hill:** We have a pretty solid process in place thus far but we do still have to rely on other people to update their calendars.

**Jessica Lall:** Maybe over the course of the year we can see how much revenue our ads are generating and look into investing that into the calendar. We are allocating money to hiring someone new, which with a 4-person team, increasing that by 25% will make a huge difference.

The happy hour page came out of one of our public surveys. Showed screenshots of the old calendar. Please let us know if you're able to read our calendar, we've been playing with the font, styling, size, background color, so that it is as legible as it can be. We want it to pop but we don't want it to be so overwhelming that you lose the visibility of the content.

We are averaging 210% more viewers than our old site.

Discussion: Resident Resource Packet

**No Action Taken**

This is really meant to be an electronic packet to be given to new residents to give them information on BID services. For all of you who have lived here for some time, this should be old news, but it would be great if this was the first thing a new resident saw in their first week here.

This is accompanied with a resident survey, to learn more demographic information about our neighborhoods. The idea is not only to get as many people to respond, but also to have a proportional representation of our neighborhood.

**Terri Toennies:** Does each residential building host its own happy hour? Maybe the BID could think about going to those?

**Paul Keller:** You would think any A-rate building owner would want to do that automatically.

**Laura Hill:** We could use tips on when the residential happy hours are.

**Terry Rubinroit:** But our happy hours are for our building, it would be a little creepy if you all were there. An HOA meeting would be more appropriate. A platform of discussions for residential resources would be more appropriate. I don't know exactly how to manage that – there should be a platform like NextDoor – to engage with residents.

**Steven Bledsoe:** Why don't you try a marketing campaign: Ask the BID?

**Lefty Tsironis:** Is there South Park SWAG that people would want to purchase to show off their neighborhood pride?

**Terry Rubinroit:** And then would the restaurants be willing to give discounts to people wearing the SWAG?

**Jessica Lall:** Unfortunately, we have a lot of ideas that seem to come back to our new, local restaurants giving us things so we need to be a little more sensitive to what we ask of them. We don't have poor engagement, but we want to make it better.

**Paul Keller:** What about giving mugs to the new buildings so that when new residents come in, the building management get their information in exchange for SWAG?

**Lefty Tsironis:** You could also just hand out a teaser of the resident

	<p>resource packet and direct people to the site if they want more information. What about hiring a food truck and labeling it "Welcome Home" and give out free coffee or free food and in exchange for the receipt you get the patron's information?</p> <p><b>Jessica Lall:</b> I think it's worth asking, on our resident survey, if the BID had a portal, would you use it.</p>
<p>Discussion: Community Engagement Plan</p> <p><b>No Action Taken</b></p>	<p>One of my plans this year is to engage our community. We've historically done a really good job getting in touch with our condos but the rest have fallen to the wayside. My efforts to get in touch with the residential population are coupled with an effort to get in touch with our 200+ businesses. Today I'm specifically focusing on the residential component of the plan because it is more challenging of the two, and I could use your help and feedback.</p> <p>The information we're given by the City is only for property owners, and APNs, we don't have any information on rentals, renters, or individual residents. It's sometimes hard for us to gain access, get email addresses, and make that contact.</p> <p><b>Terry Rubinroit:</b> Is there a way on the South Park website to incorporate a portal for residents to use to make comments, ask questions?</p> <p><b>Jessica Lall:</b> Let's table that. It opens the door to other questions, like who would moderate it, how do you gain traction with something like that, etc.</p> <p><b>Terry Rubinroit:</b> Quite frankly, I'm trying to address the fact that I don't actually go to your website. I get your newsletters and read them but I hardly actually go. So I was looking for a way to get people to go to you.</p> <p><b>Paul Keller:</b> You've been really good about holding up the map that shows a dramatic increase in population. Maybe we should think about having a separate task force to really focus on this stuff in anticipation of what's going to happen here [the South Park District].</p> <p><b>Laura Hill:</b> Which is why we are trying to connect with people here and lay out best practices before our population triples.</p> <p>The BID is extremely data-driven but measuring engagement is much more difficult to quantify. We've started a residential database in</p>

	<p>January and many of these names are already in our contacts database but we didn't have information on where they lived, etc.</p> <p>Many of you are familiar with our Construction Fence Project, which is a great example of how we got the community involved to come up with a solution to an issue we were all having. Projects like these are important to get people to stay and play, which is part of why we are testing the Spot @ Hope St.</p> <p>We have a whole host of events we are planning moving forward. With inspiration from the HOA meet-and-greet, we want to start a series of "Meet Your Neighbors" and invite the residential community to meet each other, learn more about the Downtown LA Neighborhood Council (DLANC) and become more engaged. We are also starting up our Public Art Classes in Venice Hope Park again, as well as our South Park Art Salons.</p> <p>I want to try our first creative campaign on social media to get people involved and grab their information. We're hoping it'll incentivize residents to share their information with us.</p> <p>We are trying to build our network of building ambassadors, HOA members, etc in an effort to build our grassroots efforts to connect.</p> <p><b>Paul Keller:</b> If you present it properly you could definitely get people to help out the BID with contact information.</p>
<p>Update: <b>No Action Taken</b></p>	<ol style="list-style-type: none"> <li>1. March 16, 7:00 – 9:00 PM, Red Mango Green Carpet</li> <li>2. Construction Fence Press Release</li> <li>3. Venice Hope Park Public Art Classes</li> <li>4. March 30, 6:30 – 8:30 PM, Public Art Talk Series – PYO Gallery</li> <li>5. April 19, TBD, barcito Green Carpet</li> <li>6. April 28, 8:30 - 10:00 AM, Board of Directors Meeting</li> <li><b>7. Next meeting: May 11, 2016, 9:00 AM</b></li> </ol>
Adjournment	Adjourned at: 10:29 AM Minutes recorded by: Priscilla Hsu

## NEXT STEPS:

### Laura:

- Email resident resource packet to Terri
- Get Uber and Lyft contacts from Terri
- Get Apple Contact from Steven